

KEYSTONA
• FLAT FINISH •

For Schools and Colleges



United States Naval Academy
Annapolis, Maryland

IT IS well known that the wall colorings of rooms have important effects upon the minds and nerves of those exposed to these colors. Nearly all high, strong colors are exciting and irritating. Certain dark and lifeless colors are gloomy and depressing, while certain other colors are cheerful and bright, and still others give a feeling of rest and repose. Again, certain colors, notably reds, are irritating and fatigue the eyes, while others, notably certain tans, browns and greens are soothing to the eye.

The colors, therefore, which are used in a school room should be seriously considered, not only from the artistic point of view, but also from the stand-point of physical and mental hygiene. Children and teachers must face these walls five hours a day. They will be more cheerful and happy and will do more work with less fatigue in rooms properly colored than in rooms with colors not adapted to their hygienic demands.

Recognizing the importance of this matter, we felt that the advice of the best experts on school hygiene should be sought and special sets of colors that meet the full hygienic and artistic demands prepared for use in schools and colleges. To this end colors were prepared in accordance with the suggestions of Professor W. H. Burnham of Clark University, and Professor A. Caswell Ellis of the University of Texas. After careful examination and experimentation, the following colors have been agreed upon as meeting the demands of hygiene. They have been shown in actual use to provide coloring for schools that is beautiful and cheerful, to reflect sufficient light on the darkest day, and yet eliminate the fatigue and eye irritation which come from the ordinary white, shiny wall, or from walls colored in unhygienic tints.

While actual experience has shown that these colors meet practically all ordinary conditions, there are certain schools in which on account of exceedingly dark skies, or overshadowing buildings, or very inadequate window space, it would be better to lighten these colors somewhat. This is easily accomplished by having the painters mix in sufficient No. 2 white KEYSTONA to obtain the desired lightening of the color, but this should not be done unless the lighting of the room is very inadequate.

WHAT IS KEYSTONA?

KEYSTONA is a washable flat linseed oil paint that produces a rich dull fresco effect with all the durable and washable qualities of the best linseed oil paint. It has greater covering capacity and hiding qualities than lead and oil or lead and turpentine paint and does not turn yellow, check, crack or peel. It is non-poisonous, therefore sanitary.

KEYSTONA is easily applied. It flows out level without showing brush marks and does not require stippling as oil paint does. The labor cost of applying KEYSTONA is much less than for applying lead paint because of its easy flowing and spreading qualities and no stippling.

KEYSTONA costs less than lead paint and a trifle more than calcimine.

Testing samples will gladly be furnished on request. Ask for literature and further information.

Look out for imitations, they are nothing like as reasonable or satisfactory.

For all Class Rooms except cold
Northern exposures

For cold North rooms that need
warming up

For extra sunny or hot rooms

Ceiling 61

Ceiling 226

Ceiling 61

Wall 206

Wall 203

Wall 201

Wainscoting 207

Wainscoting 204

Wainscoting 235

For Corridors

For Corridors, only if not
well lighted

Ceiling and Drop 61

Ceiling and Drop 26

Wall and Wainscoting 205

Wall and Wainscoting 202

THE hygienic importance of harmonious restful colors for ceiling and walls of class rooms in schools and colleges is now fully recognized.

Herein are shown KEYSTONA flat finish colors prepared under the supervision of the eminent authorities of school hygiene, Professor W. H. Burnham of Clark University, and Professor A. Caswell Ellis of University of Texas, as being suitable for all requirements of school room wall decoration.

KEYSTONE VARNISH COMPANY
BROOKLYN, N. Y. LEEDS, ENGLAND



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Vassar College, Poughkeepsie, N. Y.
Finished throughout with KEYSTONA



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